

THE *Charles Bluemlein* **SCRIPT COLLECTION** **PART 2**

Mr Stalwart

Carne Argentina

Lomo, bondiola, chinchu, mollejas, chivito

The Charles Bluemlein Script Collection is an intriguing reminder of the heady days of hand lettering and calligraphy in the United States. From the early 1930s through World War II, there were about 200 professional hand letterers working in New York City alone.

Mr Sandsfort

Surfboarding

is a very popular recreational activity and sport

Mr Leopolde

Erue Love
por la literatura, el murmullo del mar

This occupation began its demise with the advent of photo lettering. After digital typography, it became virtually extinct. The odd way in which these scripts were created - by collecting different signatures and then completing the alphabets - is a fascinating adventure.

Mr DeHaviland

Shampoo purific
Es conveniente aplicar el producto masajando el pelo muy suavemente

Mr Blaketon

Geinladel Wine
Sur de Australia en plena primavera

Because the set of constructed designs looked nothing like the original signatures, fictitious names were assigned to the new script typefaces. The typeface styles were then showcased in Higgins Ink catalogs.

Miss Stanfort

Mustarde Dijon
Nunca dejes de aplicarla cuando comes asobuco

Miss Fajardose

Pure Jazz Passion

Desde el swing al bebop, de New Orleans a Manhattan

Alejandro Paul and Sudtipos bring the Bluemlein scripts back to life in a set of expanded digital versions, reflecting the demands of today's designer. Extreme care has been taken to render the original scripts authentically, keeping the fictitious names originally assigned to them by Bluemlein.

Miss Packgope

Superstars

El reality show más esperado del año en canal 13

© 2006 ALEJANDRO PAUL, SUDTIPOS 